



LA Fashion District BID Board of Directors Meeting

Thursday, August 18, 2016 at 11:45 a.m.
110 E 9th Street, Suite A1175, Los Angeles, CA

REVISED AGENDA

- I. Public Comment
- II. Welcome & Introductions
- III. Welcome and Q& A with Captain Rodriguez, Newton Division
- IV. **ACTION ITEM:** Approval of Minutes July 21, 2016 Attachment 1
- V. Election Committee Report
 - A. **ACTION ITEM:** Approve Record Date September 22, 2016
- VI. **CLOSED SESSION:**
 - A. Executive Director Recommendations
- VII. **POSSIBLE ACTION ITEM:** On Executive Director Recommendations
- VIII. New Business

Next Meeting dates*:

September 22, 2016

*Meeting Dates/Times are subject to change with appropriate notice.

The agenda and information materials are available for review in the BID office at the address below.

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LA Fashion District BID
Board of Directors Meeting Minutes

Thursday, July 21, 2016

Board Members Present: Mark Chatoff, Mark Cohen, Jorge Flores, Matthew Haverim, Steve Hirsh, Yul Kwon, Bradley Luster, Laurie Rosen, John Van den Akker, Debbie Welsch

Board Members Absent: Linda Becker, Elisa Keller, Lisa Korbatov, Darlene Kuba, Brian Taban

Guest Present: Matthew Geller – So CA Mobile Food Vendor Association & Patrick Lennon – Book My Lot LLC

The meeting convened at 11:58am

- I. **Public Comment:** None
- II. **Welcome & Introductions:** None
- III. **Presentation on Proposed Mobile Food Vendor District:** On July 13th, the Fashion District BID invited Officer Linton and the Southern California Mobile Food Vending Association (SCMFVA) to speak to the Santee Alley Association about a proposal to create a “Special Event” Vendor District. The proposal is to create a Mobile Food Vendor Zone that would create rules for the Mobile Food Vendors. The Zone would allow for a certain number of mobile food vendors, hours for vending, and types of vending and specific locations that would be allowed for vending. Book My Lot presented the proposal to the Board for set-up and management of such a zone. Similar zones have been created with great success, including Wilshire across from LACMA, Abbot Kinney’s First Fridays and Granada Hills. Leddy will be meeting with the Council office and Book My Lot, the organizers to discuss moving forward.
- IV. **ACTION ITEM: Approval of Minutes: June 16, 2016:** Mark Cohen moved to approve the minutes for June 16, 2016. Brad Luster seconded. The motion was approved by unanimous decision.
- V. **Finance Committee Report:** Board Members received and reviewed the six month financial report. Jose Gonzalez announced that through cost reduction, despite anticipating a deficit of over \$200,000, the deficit is currently at \$22,000. Board Members also received the 2015 tax return for review and approval. Mark Cohen reported that the Finance Committee recommends approval of the 2015 Tax Return. **John Van den Akker moved to approve and file the 2015 Tax Return. Jorge Flores seconded. The motion was approved by unanimous decision.**
- VI. **Ad Hoc Search Co. update:** There is no report and an update will be provided at the next meeting.
- VII. **Board Chair Appoints Election Committee:** Rena Leddy informed Board Members that she will need at least three volunteers to form an Election Committee. They will be tasked with vetting and reading the applications submitted by candidates. The one restriction is it cannot be a Board Member who is running for a position. John Van den Akker, Jorge Flores, and Mark Chatoff volunteered.
- VIII. **Operations Committee Update:** Laurie Rosen reported that in the last two months vehicular robberies have increased in the District. She also announced that BID Officer Garces who won Officer of the Year will be leaving at the end of July and our Safe Team is currently down by 5 officers.
- IX. **Image & Communications Update:** Rena Leddy announced that the committee has released and sent out sponsorship packages to various companies in the hopes of raising \$15,000 for this year’s Urban Dinner Party. She ask Board Members to distribute the sponsorship options to any

organization who might be interested in assisting with the production of this event.

- X. **BID Renewal Update:** Kent Smith presented Board Members with a letter from the City Clerk outlining the timeline for renewal. Smith suggested that the Board start exploring options for a consultant to assist with the renewal process.
- XI. **Executive Director's Report:** Kent Smith reported that Mike Feuer spoke at the BID Consortium regarding ordinance 5611 and the injunction on LAPD. According to Feuer, they are going into another round of mediation and he is confident they will reach a resolution this time around.
- XII. **Adjourn:** *The meeting adjourned at 1:42pm.*

EXECUTIVE DIRECTOR'S REPORT

August 18, 2016

ADMINISTRATION

Mobile Food Vending Proposal

On July 13th, the Fashion District BID invited Officer Linton and the Southern California Mobile Food Vending Association (SCMFVA) to speak to the Santee Alley Association about a proposal to create a "Special Event" Vendor District. The proposal is to create a Mobile Food Vendor Zone that would create rules for the Mobile Food Vendors. The Zone would allow for a certain number of mobile food vendors, hours for vending, and types of vending and specific locations that would be allowed for vending. SCMFVA will present to the Board and provide a proposal on set-up and management of such a zone. Similar zones have been created with great success, including Wilshire across from LACMA, Abbot Kinney's First Fridays and Granada Hills. Leddy will be meeting with the Council office and Book My Lot, the organizers to discuss moving forward.

Election Committee for 2016 Election

On January 1, 2017, five seats on the BID Board will be available. The following directors will be termed out at the end of 2016: Mark Cohen, Jorge Flores, Darlene Kuba, Brian Taban and John Van Den Akker. The Election Committee consisting of Mark Chatoff, Jorge Flores and John Van Den Akker met on August 10th to review and approve an invitation to property owners within the BID boundaries to run for election to the Board. The Committee also voted to recommend to the Board that September 22nd be the record date to determine if a property owner is eligible to run for election.

OPERATIONS

	Trash Tonnage Change				
	2015	2016	Tons	% Change	YTD % Change
Jan	177.46	182.21	4.75	2.7%	2.7%
Feb ¹	177.16	168.00	-9.16	-5.2%	-1.2%
Mar	200.03	196.62	-3.41	-1.7%	-1.4%
Apr	199.97	188.86	-11.11	-5.6%	-2.5%
May	202.27	184.85	-17.42	-8.6%	-3.8%
June	182.33	191.96	9.63	5.3%	-2.3%
July	204.01	210.80	6.79	3.3%	-1.5%
Total Tons	1343.23	1323.30	-19.93	-1.5%	
Daily Average	6.34	6.21			

Clean and Safety Programs 2nd Quarter stats

Contact Summary	2015	2016
Citizen Assist	3571	2670
Welfare Checks	1294	1108
Disorderly Conduct	2052	1626
Trespassing	828	751
Drinking in Public	610	247
Illegal Vending	502	166
Robbery / Vandalism	419	292

Graffiti Removal – 2nd Quarter	2015	2016
April	2724	2402
May	2481	2409
June	3127	2585
Total	8332	7396

BID Works with LAPD and Property Owners to Clean Up Sidewalk and Vacant Property





The LA Fashion District BID worked with property owners and LAPD to clean up the sidewalk and vacant property at 900 S Towne Avenue. The situation had gotten out of control as tents remained up throughout the day and blocked the public right of way. The BID was able to determine that the property had been abandoned. The Clean Team removed graffiti and trash and pressure washed the sidewalks.

BID Safe Team Officers Assist LAPD in Apprehending Suspected Robber Armed with Hammer



The LA Fashion District BID Safe Team assisted LAPD in the arrest of a suspected robber. The Safe Team responded to a call regarding a disturbance in the area of Towne Avenue and Stanford Street. A delivery man was struck in the head with a hammer. It is believed the suspect was attempting to commit robbery. The suspect was detained and taken into custody by LAPD. The victim was transported to the hospital. LAPD Newton Division is investigating the incident. NBC 4 covered the story. See the report [here](#)

IMAGE & COMMUNICATIONS

Upcoming Events: Eat These Fish!, Sundance Next Fest + more

Eat These Fish! At Preux & Proper

On Monday, August 15th chef Samuel Monsour of Downtown LA's Preux & Proper will convene six well-known Los Angeles chefs for Eat These Fish!, a celebration of well-managed and under-appreciated species of fish caught on the west coast of the U.S. and a taste of what happens when conservationists, fishermen, government, and chefs work together. The night features a champagne and raw oyster bar as well as wine pairings from Southern Wine and Spirits. Guests will enjoy five entrée courses highlighting west coast seafood species. Preux & Proper is located in the Fashion District at 9th and Spring Streets. Learn more about Preux & Proper at www.preuxandproper.com.

Also Happening in August:

- August 8 - [Alamo Drafthouse Presents Star Wars Marathon at Ace Hotel](#)
- August 12-14 - [Sundance Next Fest at Ace Hotel](#)
- August 13 - [Scheme Exhibit Opening at Think Tank Gallery](#)
- August 13 - [Maks and Val Live on Tour: Our Way at The Orpheum](#)
- August 17 - [The Saturday Sale at California Market Center](#)
- August 26 - [Samples Sales at all designer showrooms](#)
- August 29 - [Yes at The Orpheum](#)
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2016 Second Quarter Website Visitors and Social Media Activity

<u>Website Visitors</u>	2016
April	57,734
May	49,563
June	42,738
Totals	150,035

<u>Social Media – 2nd Quarter Totals</u>	2015	2016
Facebook New Followers	1047	4188
Twitter New Followers	328	225
Blog Page views	63,669	87,126
Instagram New Followers	951	2273
Pinterest New Followers	182	289

NEW DEVELOPMENT AND MISCELLANEOUS

Sonoratown Ribbon Cutting Ceremony with Councilperson Huizar



On August 10th, Councilmember Huizar held a ribbon cutting ceremony to welcome Sonoratown to the community. Fashion District staff were on hand. Hand- made flour tortillas, mesquite-grilled carne asada, and aguas frescas are the staple menu items at the Fashion District's newest taco spot. [Sonoratown](#) serves Sonora-style tacos for only \$2! (Sonora is a state in northern Mexico.) The restaurant is now open at 208 E 8th St, across from the Teddy Kelly mural. It's already been featured in [Eater LA](#). BID staff stopped in for lunch and enjoyed a delicious meal under \$10. We highly recommend it.

LA Business Journal Fashion Awards

The *LA Business Journal* is accepting nominations for their second annual 2016 Fashion Awards. The awards acknowledge top apparel companies that drive economic growth and help make Southern California a major force in the business of fashion. Anyone can nominate a business. The categories are

- Social Responsibility
- Trendsetter
- Professional Service Provider
- Supplier of the Year
- Rising Brand
- Philanthropy of the Year
- Technology
- Direct to Consumer
- Made in California

Learn more about the 2016 Fashion Awards at www.labusinessjournal.com/bizevents/#FAW and [click here to for the awards nomination form](#). The nomination deadline is Monday, August 22, 2016.